



February 6, 1996

CONFIDENTIAL

Mr. Henry Cardenas
President
Cardenas, Fernandez & Associates
1254 N. Wells
Chicago, Illinois 60610

Re: Product/Character Shape CD's

Dear Mr. Cardenas:

I am forwarding you a card board sample of a Marlboro shape CD. I realized that the process in corporate America moves slowly. However, I would like to emphasize that opportunities go quickly and at this point RJ Reynolds targeting Winston & Camel brands is closing in on this opportunity,

Please provide some guidance as to what should be our next steps.

Should you have any questions, please do not hesitate to call me at (305) 889-7207.

Sincerely,

A handwritten signature in black ink, appearing to read "Hernand V. Gonzalez", with a stylized flourish at the end.

Hernand V. Gonzalez
Vice President
Merchandising & Promotions

HVG/mb

Enclosure

2070817344

TELENOTICIAS DEL MUNDO, LIMITED PARTNERSHIP

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